

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

Description

Brief description of the proposed project:

The DRE proposes to establish a statewide IVR-based Call Center in support of its Enforcement Program Area. Currently, the public must directly call Enforcement staff at their nearest DRE District Office for assistance. By implementing an IVR system specifically geared for Enforcement support, the Department will be better able to support the public by presenting them with Enforcement-related information, and connecting them, if needed, to the appropriate Enforcement staff for help. The system will be bilingual, supporting both the English and Spanish languages.

Need Statement

High Level Functional Requirements:

This proposed system will address the need to: Streamline the handling of in-coming calls; provide information to the public via an automated agent; transfer only those calls to DRE Enforcement staff that require human intervention; support Governor's Transparency in Government initiative; use technology to enhance productivity and services to the public.

What is Driving This Need?

When the housing bubble burst in 2007, the Department witnessed a marked increase in the number of phone calls requesting DRE help in resolving alleged scams, fraud, and mismanagement perpetrated by salesperson and broker licensees, as well as subdividers. By offering an automated system to provide information, and to direct and manage calls to its Enforcement staff, the Department will shorten the overall timeframe it takes to provide assistance and work cases.

Risk to the Organization if This Work is Not Done:

It is the Department's mission to protect and serve the interests of the public in real estate transactions. By not taking advantage of an automated means of providing information and better managing incoming Enforcement-related calls, DRE runs the risk of not disciplining licensees and subdividers, thereby exposing the public at large to possible financial losses.

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

Benefit Statement

Intangible Benefits

Process Improvements (describe the nature of the process improvement):

The creation of an Enforcement IVR system would improve the following: Automate the presentation of information; resolve problems by an automated agent; manage incoming calls; reduce number of customer complaints about busy signals; provide DRE staff with the tools to report on and evaluate performance; and improve public outreach.

Other Intangible Benefits:

This project will enable the Department to further its realization of the Governor's Transparency in Government initiative. It will also foster good will by creating a system that is available 24x7, thus allowing the public to more easily interact with the Department with regards to obtaining DRE assistance.

Tangible Benefits

Revenue Generation (describe how revenue will be generated):

No revenue will be generated by this system.

Cost Savings (describe how cost will be reduced):

Cost savings will be realized in the following areas: Reduce man-hours required to respond to phone calls; put existing DRE Enforcement staff to better use working cases.

CA - PMM

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

Cost Avoidance (describe the cost and how avoided):

Additional DRE Enforcement staff would not be required to handle both the large call volume and case load.


Risk Avoidance (describe the risk and how avoided):

By creating an Enforcement IVR system, the DRE helps prevent further financial risks to the public by more effectively responding to their requests for assistance in resolving problems with salesperson and broker licensees and subdividers.

Improved Services:

Once implemented, it is estimated that the following service improvements will be realized: Provide information automatically to the public; alleviate growing customer dissatisfaction contacting DRE for assistance; and improve community outreach.

Consistency

"No" Responses 		Rationale	Action Required
Enterprise Architecture	Yes		
Business Plan	Yes		
Strategic Plan	Yes		

Impact to Other Entities

Nature of Impact to Other Entities

Entity: DRE Information Technology Services (ITS) Section

Describe the nature of the impact:

This project will require development of a new IVR system, as well as ongoing support, management, and maintenance of new hardware, software, and menu trees.

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

Entity: Other DRE Program Areas

Describe the nature of the impact:

In-coming calls to the Enforcement IVR system may require callers be transferred to other DRE Program Areas, such as Audits, Mortgage Lending, or Legal. These areas would need to participate in the design, development, and maintenance of the system.

Entity:

Describe the nature of the impact:

Entity:

Describe the nature of the impact:

CA - PMM

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

Solution Alternatives

Alternative 1:

Procure an externally hosted IVR system through CALNET2. Support of the system would be handled completely by the CALNET2 vendor.

Technical Considerations for Alternative 1:

This solution provides all required functionality and meets business objectives. It requires minimal DRE ITS staff support after implementation. Problems presented by this solution are: Long lead-time and lack of flexibility over system changes and modifications; and steep learning curve for CALNET2 vendor to thoroughly understand DRE Enforcement processes in order to create and maintain the menu trees.

ROM Cost: \$2,700,000 to \$5,400,000

Note: high end of range must not exceed 200% of low end of range

Alternative 2:

Procure an in-house hosted IVR system through open competition. Support and management of the system would be handled entirely by DRE ITS staff.

Technical Considerations for Alternative 2:

While this solution provides all required functionality and meets business needs, it would require DRE ITS staff to manage and support a telecommunications system for which it has no prior knowledge. Learning such a system would require extensive training by ITS personnel. Additional ITS staff would be required.

ROM Cost: \$2,675,000 to \$5,350,000

Note: high end of range must not exceed 200% of low end of range

Alternative 3:

Develop a hybrid IVR system. Procurement of the system would be through a combination of CALNET 2 and open competition. Support of the system would

CA - PMM

Project Name: Enforcement IVR System

OCIO Project #:

Department: Real Estate

Revision Date:

Concept Statement

be provided through a combination of CALNET2 vendor support (i.e., externally-facing telecommunication components such as call routing) and DRE ITS staff (i.e., the IVR call center menu tree).

Technical Considerations for Alternative 3:

This solution provides all of the needed functionality and meets business objectives. The telecommunications portion of the system would be fully supported by the CALNET2 vendor. Having successfully implemented the DRE Licensing IVR system in December 2008, DRE ITS staff is fully conversant with the development and ongoing support of the call center menu tree. Needed modifications to the menu tree would not require a long lead-time, as it would be maintained in-house.

ROM Cost: \$2,687,000 to \$5,373,000

Note: high end of range must not exceed 200% of low end of range

Recommendation

Comparison:

Alternative 1	ROM Cost			Risk
Hosted IVR System through CALNET2	\$2,700,000	-	\$5,400,000	<i>Long lead-time/lack of flexibility for changes</i>
Alternative 2	ROM Cost			Risk
Fully In-House Supported IVR System	\$2,675,000	-	\$5,350,000	<i>Lack of ITS familiarity of telecommunication systems</i>
Alternative 3	ROM Cost			Risk
Hybrid IVR System	\$2,687,000	-	\$5,373,000	<i>Leverages specialized knowledge of ITS & IVR vendor</i>

Conclusions:

1	A better means of supporting the public's requests for DRE assistance is needed.
2	To avoid need for additional personnel, an automated means of providing information and management of calls is needed.
3	It is best to implement a hybrid system that leverages the specialized knowledge of both the CALNET2 vendor and DRE ITS staff.
4	

CA - PMM

Project Name: Enforcement IVR System
OCIO Project #: _____
Department: Real Estate
Revision Date: _____

Concept Statement

Recommendation:

Recommend the system described under Alternative 3 be approved for design, development, implementation, and maintenance.

Project Approach *(if known)*

System Complexity:				System Business Hours: <i>(e.g., 24x7, 9am-5pm)</i> : 24x7	
Architecture	<input type="checkbox"/> Mainframe	<input checked="" type="checkbox"/> Client Server	<input type="checkbox"/> Web Based	Num. of New Databases:	1
Technology	<input type="checkbox"/> New	<input type="checkbox"/> New to Staff	<input checked="" type="checkbox"/> In-House Experience	Interfaces:	External
Implementation	<input type="checkbox"/> Central Site	<input checked="" type="checkbox"/> Phased Roll-out	Num. of Sites: 1		
M & O Support	<input checked="" type="checkbox"/> Contractor	<input type="checkbox"/> Data Center	<input type="checkbox"/> Project	<input type="checkbox"/> In House	
Procurement Approach: Procure IVR system through a combination of CALNET2 Master Services Agreement (MSA) and open competition. Obtain ongoing maintenance of the CALNET2 equipment from the CALNET2 vendor.					Number of Procurements: Up to 10
Open Procurement? Yes		Delegated Procurement? Yes			
Scope of Contract	<input checked="" type="checkbox"/> Development	<input checked="" type="checkbox"/> Implementation	<input checked="" type="checkbox"/> M & O	<input type="checkbox"/> Other: _____	
Anticipated Length of Contract:		2	Years /	3	extensions for 1 years